

**Subject:**

[Response To Your E-Mail Regarding BBB's Ad Review Challenge](#)

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**From:** "Dottie Callina" <dcallina@atlanta.bbb.org> (Add as Preferred Sender) 

**Date:** Wed, Feb 25, 2009 9:45 am

**To:** <bbbhotline@mechanicsair.com>

**Cc:** "Dottie Callina" <dcallina@atlanta.bbb.org>

Mr. Adams,

Copied below is the ad challenge originated in 2007:

On your web site it states "Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort" and "Superior quality and service has fueled constant growth, making Mechanic's one of the largest heating, air conditioning, and Home Comfort contractors in the Atlanta Metropolitan Area." The BBB respectfully requests written documentation to support these advertised claims. Additionally, your web site states "Our technicians stay up-to-date by completing hours of Mechanic's training annually. Would you please provide information as to what type of training is given and would this training be deemed accredited?"

After a review of your current website, some of the information has been removed, however, some has not. The phrase "Through hard-work, customer service, and employee training, Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort" would be equivalent to "Mechanic's has become the most trusted name in Air Conditioning, Heating and Home Comfort." Therefore this advertised claim must be substantiated, modified or removed.

Because the original ad challenge was opened in 2007 and you did not respond, the complaint will remain as is. I will open another ad challenge regarding the matter listed above allowing you time to provide substantiation or modify your advertising. Please do not hesitate to contact me if you have any questions.

**Dottie Callina** | *Manager, Trade Practices*

**Tel: 404.762.4406**


**Fax: 404.762.4414**































**Email: [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)**


[www.bbb.org](http://www.bbb.org) | Start With Trust

Better Business Bureau  
Serving Metro Atlanta, Athens & Northeast Georgia  
503 Oak Place, Suite 590  
Atlanta, GA 30349

**Subject:**

                              BBB Complaint Case#27087317(Ref#77-18000921-27087317-3-50250)

**From:** [atlanta.dc@bureaudata.com](mailto:atlanta.dc@bureaudata.com) (Add as Preferred Sender)   
**Date:** Wed, Feb 25, 2009 11:05 am  
**To:** "Mr Terry Adams" <[BBBHotline@Mechanicsair.com](mailto:BBBHotline@Mechanicsair.com)>

Your BBB offers you the opportunity to preserve self-regulation of the marketplace and to instill public confidence in responsible business by addressing the issues presented in this review concerning an advertisement or promotion of Mechanics Heating & Air Conditioning, LLC.

One of the primary functions of your BBB is to encourage truth and accuracy in advertising, based on guidelines including your BBB Code of Advertising. In conjunction with this, one of the services provided is our advertising review program. This service enables BBB staff to bring certain aspects of a firm's advertising and promotional claims to its attention, along with the applicable section of our Code of Advertising.

With these thoughts in mind, we respectfully request that you review your advertising claims in reference to your BBB Code of Advertising guideline(s) below or on the reverse side of this communication. These are issues we want to make sure you are aware of, and the guidelines illustrate changes you may make to bring claims in accordance with your BBB Code of Advertising.

We encourage you to use our online complaint and advertising review system to respond to this advertising review. The following URL (website address) will take you directly to this ad review case record and you will be able to enter your response directly on our website: <http://www.atlanta.bbb.org/complaint/view/27087317/b/f3gzp3f>. However, if you are unable to respond using the internet, then please respond in writing by email, fax or postal mail.

In the interest of timeliness, your BBB is requesting your response to this advertising review by March 11, 2009.

Sincerely,

Dottie Callina, Manager, Trade Practices  
BBB Operations Programs & Services Department  
[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)

Ad Review Details

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Complaint Case #: 27087317  
Case Opened: February 25, 2009

NATURE OF DISPUTE

BBB'S CONCERN REGARDING AD

Hello - I do pro-active ad review for the BBB. On your website it states "Through hard-work, customer service, and employee training, Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort." The BBB respectfully requests written documentation to support your advertised claim. Thanks so very much.

DESIRED RESOLUTION


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The complete BBB Code of Advertising may be viewed online at <http://www.bbb.org/membership/codeofad.asp>. For reference see the specific Guidelines below:

14: Superlative Claims-Puffery

**Subject:**

RE: Response To Your E-Mail Regarding BBB's Ad Review Challenge

**From:** bbb hotline@mechanicsair.com(Add as Preferred Sender)   
**Date:** Wed, Feb 25, 2009 5:07 pm  
**To:** "Dottie Callina" <dcallina@atlanta.bbb.org>  
**Cc:** fred@atlanta.bbb.org, bward@atlanta.bbb.org, dflatley@atlanta.bbb.org, atlanta.bw@bureaudata.com, aamin@atlanta.bbb.org, complaints@atlanta.bbb.org, info@atlanta.bbb.org, updates@atlanta.bbb.org, info@atlanta.bbb.org, dcallina@atlanta.bbb.org, mboynton@atlanta.bbb.org, apearre@atlanta.bbb.org, ecasey@sandiego.bbb.org, charles.palmer@troutmansanders.com  
**Bcc:** "Terry Adams" <tma285@bellsouth.net>



Dear BBB,

Your "Ad Review" is just more "junk" from your BBB. We will document your refusal to update our "first" so called "ad review" on our "Mechanic's Dependability Report of the BBB". Please note, despite your assertion, we have not changed anything on our web page nor will we. It is the same as it was last year.

Notwithstanding the above:

Our so called "BBB Reliability Report" shows the following false and inaccurate information.

**Unresolved**

**BBB Definition:**

**Unresolved** - The company failed to resolve the complaint issues.

- 3 - Company failed to resolve the complaint issues through BBB voluntary and self-regulatory process.

Our records indicate we have complied with your "*self-regulatory process*" every time a complaint was brought to our attention. In fact, our records indicate your Bureau never responds back to us when we are seeking help with the customer.

Please check your records and correct this incorrect information ASAP.

If there are any complaints that have not been handled through your "*self-regulatory process*", please reopen these complaints ASAP and email us the information at this address ASAP.

Be advised that your "record" on our firm is false, misleading, inaccurate and is costing our firm a loss of business.

Your ad review says, the following:

#### *Advertising Review*

*The BBB questioned this firm's advertised claims of "Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort" and "Superior quality and service has fueled constant growth, making Mechanic's one of the largest heating, air conditioning, and Home Comfort contractors in the Atlanta Metropolitan Area." The BBB specifically asked for written documentation to support these advertised claims. Also on this firm's web site it states "Our technicians stay up to date by completing hours of Mechanic's training annually." The BBB asked for information regarding what type of training is given and would this training be deemed accredited. Although the company did respond to our correspondence, they did not address any issue dealing with their advertising.*

Here is your "*written documentation to support these advertised claims*": (at the following links)

[http://www.airconditioningatlanta.com/Mechanics\\_Customer\\_Compliments.htm](http://www.airconditioningatlanta.com/Mechanics_Customer_Compliments.htm)

<http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20A>

[ir%20Conditioning%20Customers/Mechanics\\_Customer\\_Compliments-2008July-Dec.htm](http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics_Customer_Compliments-2008July-Dec.htm)

[http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics\\_Customer\\_Compliments-2008Jan-June.htm](http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics_Customer_Compliments-2008Jan-June.htm)

[http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics\\_Customer\\_Compliments-2007.htm](http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics_Customer_Compliments-2007.htm)

This should now clear up this bogus matter.

*"The BBB asked for information regarding what type of training is given and would this training be deemed accredited."*

Our response is the following: "Mechanic's never has made any claim our training was "*accredited*". Some training is "*in house*" by Mechanic's Employees and Managers, and some training is provided through other supply houses and HVAC associations that are "*accredited*" agencies.

This should now clear up this bogus matter.

I look forward to hearing from you ASAP. Please take this opportunity to clear up our "record" ASAP.

Regards,

Terry Adams  
Owner / Member  
Mechanic's Heating & Air Conditioning, LLC  
4757 Canton Road, Suite #213  
Marietta, GA 30066  
770-425-0000  
[www.MechanicsAir.com](http://www.MechanicsAir.com)

----- Original Message -----

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From: "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

Date: Wed, February 25, 2009 9:45 am

To: <[bbbhotline@mechanicsair.com](mailto:bbbhotline@mechanicsair.com)>

Cc: "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

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**Email: [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)**

[www.bbb.org](http://www.bbb.org) | Start With Trust

Better Business Bureau  
Serving Metro Atlanta, Athens & Northeast Georgia  
503 Oak Place, Suite 590  
Atlanta, GA 30349

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**Date:** Wed, Feb 25, 2009 5:08 pm  
**To:** [atlanta.dc@bureaudata.com](mailto:atlanta.dc@bureaudata.com)  
**Cc:** [fred@atlanta.bbb.org](mailto:fred@atlanta.bbb.org), [bward@atlanta.bbb.org](mailto:bward@atlanta.bbb.org), [dflatley@atlanta.bbb.org](mailto:dflatley@atlanta.bbb.org), [atlanta.bw@bureaudata.com](mailto:atlanta.bw@bureaudata.com),  
[aamin@atlanta.bbb.org](mailto:aamin@atlanta.bbb.org), [complaints@atlanta.bbb.org](mailto:complaints@atlanta.bbb.org), [info@atlanta.bbb.org](mailto:info@atlanta.bbb.org), [updates@atlanta.bbb.org](mailto:updates@atlanta.bbb.org),  
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770-425-0000  
[www.MechanicsAir.com](http://www.MechanicsAir.com)

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Dottie Callina, Manager, Trade Practices  
BBB Operations Programs & Services Department  
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Complaint Case #: 27087317  
Case Opened: February 25, 2009

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